

## **Listing of Claims**

1. (original) A continuously interactive rapid response marketing system

5 for business enterprise comprising:

(a) means for selecting marketing communications activity;

(b) means for collecting performance data of said selected marketing communications activity;

10 (c) means for processing said marketing communications activity performance data;

(d) means for evaluating said processed performance data of all marketing communications activity; and

(e) means for reacting to said evaluation by modifying if necessary marketing communications activity.

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2. (original) A marketing system according to claim 1 wherein evaluating said processed performance data of marketing communications activity comprises evaluation relative to the expected contribution of marketing communications to the business objectives of said business enterprise.

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3. (original) A marketing system according to claim 1 wherein said marketing communications activity comprises functions and associated financial costs thereof comprising printed or electromagnetic-based media.

4. (original) A marketing system according to claim 1 wherein said processing of marketing communications activity data further comprises historical performance data.

5. (original) A marketing system according to claim 3 wherein said media comprises the Internet.

6. (original) A marketing system according to claim 1 wherein said marketing communications activity data is collected by manual, electronic or telephonic monitoring means.

7. (original) A marketing system according to claim 1 wherein said data processing integrates varied data sources and comprises a reporting interface means.

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8. (original) A marketing system according to claim 7 wherein said data sources comprise media contracts, media delivery information, survey information, call center volume, store foot traffic, sales scanner data, focus group responses or web site traffic or combination thereof.

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9. (original) A marketing system according to claim 7 wherein said data is maintained in a centralized database, multiple databases, or combination thereof.

10. (currently amended) A marketing system according to claim [1] 2 wherein said business objectives comprise customer acquisition, customer retention,

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branding, intellectual property acquisition, conversion, insight, development of international business relationships or customer bases, increased revenues, diversification of products or services, increased profits, personnel recruitment, or public relations or combination thereof.

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11. (original) A marketing system according to claim 1 wherein said rapid response marketing system is maintained on an ongoing basis.

12. (original) A marketing system according to claim 1 wherein said reacting to  
10 said evaluation of marketing communications activity involves no modification, or modification of marketing activity by increasing or decreasing some or all of marketing communications activities, deleting selected activities, adding new marketing activities, or altering the messaging of selected marketing communications activity.

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13. (original) A method for construction of individualized performance based continuously interactive marketing systems for business enterprises comprising:

(a) identifying the expected contribution of marketing communications to the business objectives of said business enterprise;

20 (b) identifying performance metrics of said marketing communications comprising a performance model or standards to measure accomplishment of said business objectives;

(c) identifying industry marketing communications information, past and current marketing communications activities and history thereof, if any, of  
25 said business enterprise;

- (d) identifying available interactive marketing tools;
- (e) selecting a marketing communication strategy comprising selecting marketing tools of the business enterprise or available interactive marketing tools sufficient to accomplish the expected contribution of marketing communications to the business objectives of said business enterprise;
- (f) selecting a means for monitoring said marketing tools on an ongoing basis;
- (g) selecting a means for evaluating on an ongoing basis the identified performance metrics;
- (h) selecting a means for reacting to said evaluation of said marketing communications performance metrics;
- (i) implementing said continuously interactive marketing system.

14. (currently amended) A method for the construction of individualized performance based continuously interactive rapid response marketing systems for business enterprises optimizing marketing communications activity comprising:

- (a) selecting marketing communications activity;
- (b) collecting performance data of said selected marketing communications activity;
- (c) processing said marketing communications activity performance activity;
- (d) evaluating said processed performance data of all marketing communications activity;

(e) reacting to said evaluation by modifying if necessary marketing communications activity.

15. (original) A method according to claim 14 wherein said evaluating of said performance data of marketing communications activity comprises evaluating relative to the expected contribution of marketing communications to the business objectives of said business enterprise.

16. (cancelled) A method for optimizing marketing communications activity which comprises using a continuously interactive rapid response marketing system.

17. (cancelled) A method according to claim 16 wherein said marketing system comprises:

(a) means for selecting marketing communications activity;

(b) means for collecting performance data of said selected marketing communications activity;

(c) means for processing said marketing communications activity performance data;

(d) means for evaluating said processed performance data of all marketing communications activity;

(e) means for reacting to said evaluation by modifying, if necessary, marketing communications activity.

18. (original) A method according to claim 17 wherein evaluating said processed performance data of marketing communications activity comprises evaluation relative to the expected contribution of marketing communications to the business objectives of said business enterprise.